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Testimony of Cathy Hughes
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I am very grateful that I was invited by the FCC to provide testimony this morning and I pray that God will place in my mouth and upon your ears, words and facts that will be agents of change for this great broadcasting industry. I have been a broadcaster for over 30 years and it has been almost that long since an EEO en banc hearing was conducted by the Federal Communications Commission. I am very proud to support the FCC's proposal to lift its suspension of EEO rules because I am, without question, a living example of what equal opportunity in broadcasting can produce for women, for people of color and for this great country. I have sold air time, I have programmed and created formats, I have managed facilities and this morning I appear before this distinguished hearing as the only African American woman to ever head a publicly traded corporation with a market cap in excess of 2 billion dollars. Radio One is a corporation that employs over 1600 broadcasters, 70% of whom are African American, 42% of whom are women, and you can rest assured that as I speak, my human resources director is diligently working on getting the number of women to 50%, which is a true representation of the populations we are licensed to serve. The reality is that women have made far more progress in basketball than they have in broadcasting, in a lot less time. The WNBA is a viable enterprise that in some cities is

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attracting more attendance than its heritage male counterpart. Yet, when I attend sessions at the National Association of Broadcasters, I am always the only woman and only one of a few African Americans to be seated among the major broadcast owners of America. My career in broadcasting has been the exception to the rule, not because I was exceptional, but because the Federal Communications Commission pried open the window of opportunity that afforded me an equal chance to prove my worth and value to the broadcasting community. It is painfully evident that other members of my gender and my ethnic group have not been afforded the same opportunity and I am obligated to do everything in my power to correct this disparity.

Perhaps Radio One's greatest contribution to EEO has been our willingness to provide "first time" opportunities to women and people of color. Over the last several years, we have hired 7 African American and 3 women "first time" General Managers. At the executive level, Radio One has provided "first time" opportunity for our African American CFO and for our General Counsel, who is a woman. We understand that consolidation has caused a reduction in job and management opportunities, particularly for women and people of color, and that experienced management is usually the preference of any industry. However, we remain committed to the old tried and proven principle of recognizing "potential" - and we recognize that "potential" not only applies to the employee, but also to the opportunity to better serve our audiences

which has directly impacted our ratings and revenue. In 1980, we acquired our first station and changed its format from R & B to news/talk, during a period when Washington, DC was starting to experience a substantial Spanish population increase. We saw the potential to attract listeners outside of our target audience and hired the first full time Hispanic air personality to host a talk show in the nation's capital, and put him in mid-days.

Broadcasters and trade associations who oppose EEO rules are limiting the potential of not only qualified applicants for broadcasting opportunities but also their own growth and success. Many may think that EEO is easier for Radio One because we are African American, but just the opposite is our reality. The 30% of our work force that is not African American did not just one day appear at their positions. We have to apply the same techniques and procedures for identifying and recruiting applicants throughout all ethnic groups, and sometimes it is more difficult for us, particularly for management positions, because we are African American. Before consolidation and taking our company public, I shudder to remember how many times a non-black applicant spent the majority of the interview questioning our financial viability. Our overtures for recruitment were many times met with objections over our format, or the locations of the facilities or the apprehension of having to do promotions in the community, or the reluctance to service our local accounts. So, I maintain that while EEO sometimes has challenging aspects for all broadcasters, commitment and creativity are the keys to its success.

Since the first of the year, Radio One has sponsored and promoted job fairs in Philadelphia, Boston, Baltimore and Detroit, as well as participated in those sponsored by other companies and organizations. Our HR booth is set up at non-traditional events such as concerts, health fairs, vendor bazaars, remotes and wherever we know that our audiences will be in attendance. We stay in constant contact with high schools and colleges and offer both intern opportunities and volunteer slots. We recruit for every vacancy. Our list of job openings is posted throughout the company and e-mailed to churches, organizations, agencies, companies, clubs and individuals who contact us. Technology has made it very easy to let everyone know when you are recruiting. We advertise in national as well as local newspapers and magazines and we have a policy of responding to all inquiries concerning employment. Additionally, we have used our airwaves to announce opportunities at Radio One believing that if other companies trust us to advertise and find qualified applicants for them – then it certainly should work for us and it has. In all of our recruitment efforts it is our policy to make it clear that we are an equal opportunity employer. Diversity in the workplace is much easier to achieve when a company makes it clear that all applicants are welcome. Last year, we were named by Fortune Magazine as one of the best companies in America to work for and we attribute that recognition to the diversity in our workforce and management team, and our reputation that we will give all employees an equal opportunity to develop to their full potential.